

**BOARD OF COUNTY COMMISSIONERS  
AGENDA ITEM SUMMARY**

**MEETING DATE:** November 16, 2005      **DIVISION:** Community Services

**BULK ITEM:** Yes      **DEPARTMENT:** Library

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**AGENDA ITEM WORDING:** Approval of the Library Plan of Service for the year 2006.

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**ITEM BACKGROUND:** The Library Annual Plan of Service is required as a part of the application to receive the State Aid to Libraries Grant.

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**PREVIOUS RELEVANT BOCC ACTION:** The Library Annual Plan has been approved annually by the BOCC.

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**CONTRACT/AGREEMENT CHANGES:** N.A.

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**STAFF RECOMMENDATION:** Approval

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**TOTAL COST:** N/A

**BUDGETED:** N/A

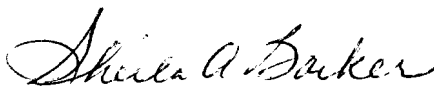
**COST TO COUNTY:** N/A

**SOURCE OF FUNDS:** N/A

**REVENUE PRODUCING:** Yes      **AMOUNT PER YEAR:** Approx 6% of Library budget

**APPROVED BY:** County Attorney    N/A    OMB/Purchasing    N/A    Risk Management    N/A

**DIVISION DIRECTOR APPROVAL**



SHEILA BARKER, Division Director

**DOCUMENTATION:** Included    X    To Follow    Not Required

**AGENDA ITEM #** \_\_\_\_\_

**DISPOSITION:** \_\_\_\_\_

**MONROE COUNTY PUBLIC LIBRARY  
ANNUAL PLAN OF SERVICE  
2006**

**SUBMITTED BY  
NORMA KULA  
DIRECTOR OF LIBRARIES  
OCTOBER 25, 2005**

## **INTRODUCTION TO THE ANNUAL PLAN**

In order to remain a viable and living institution, the Library must grow. Without a long-range plan, growth becomes unmanaged and unmanageable. A long-range plan provides a framework for future growth, and becomes a blueprint for decisions regarding all aspects of Library development and operations. It is important to set goals over a several year period as an effective procedure for sound planning and for making cost-effective budgetary decisions. Goals and objectives laid out in this plan will complement the Library's mission and service responses to meet the needs of the communities which it serves. Such a plan must be a living document, subject to regular measurements and review. It must be open to modifications in its objectives and in the activities that may be needed to carry out its intent, as well as being designed and able to adapt responsibly to resource availability.

The annual plan for Fiscal Year 2006 has been extrapolated directly from the long-range plan of service for the Monroe County Public Library System as projected for 2004 through 2006.

## **CHANGING DEMOGRAPHICS/NEW COMMUNITY NEEDS**

Monroe County is in the process of undergoing a number of changes, which will have great impact on its communities and their service needs. The rate of growth has been and probably always will be a major factor in community planning; it is a topic that lends itself readily to much debate. Economic changes have been matters of great concern since the tragedy of 9-11, and the impact of those events on the State of Florida have come to rest heavily upon this tourist-driven area. The two recent incorporations of Islamorada and Marathon have likewise affected the economic life of the unincorporated areas. Although many of the services for these cities are provided from within, the Library still operates as a Countywide service provider—there is one public Library system for the whole of Monroe County.

Changes in the makeup of County population are other factors that are to be considered in Library planning—as the population ages or more young families move into the area, as literacy rates increase or decrease, as language barriers become more or less prevalent—all these variations create new challenges for the Library, and all must be included in our plans to meet future needs. Materials collections, programs presented to the public, all the services that the Library offers need to be geared to adaptation and modification as its community alters and its needs change focus.

Among the demographic changes in Monroe County between 1990 and 2000 are:

Decrease in number of children under 5 years of age, from 5.7% to 4.3% of the population

Decrease of adults between 25 and 44 years from 35% to 31%

Increase of adults between 45 and 54 years from 12% to 18.4%

Increase of adults between 55 and 59 years from 5.5% to 7%

Decrease of adults between 65 and 74 years from 10.5% to 8.5%

Increase in Hispanic population from 12.1% to 15.8%

Increase in non-family households from 38.7% to 41.9%.

All of these changes may have a bearing on community needs and interests, and should be taken into consideration when planning collection development, programs, and other services to be offered.

As we study our communities and their changing natures, and begin to plan for the accompanying changing needs and service demands, a vision takes shape for the future of Monroe County and its Library System in relation to its people:

### **VISION FOR MONROE COUNTY LIBRARY AND COMMUNITY**

The people of the Monroe County community will:

- Have the information they need to succeed at school, at work, and throughout their personal lives;
- Discover the joy of reading and develop an appreciation of learning on all levels of formal and informal education;
- Enjoy a high level of access to electronic information resources, through the latest information technologies in the provision of Library services;
- Develop the technological, information seeking, and information evaluation skills needed in an increasingly complex world;
- Use the resources of the Monroe County Public Library in a way that will improve the quality of their lives and that of the community as a whole.

## **SERVICE RESPONSES**

With this vision in mind, we have identified the following as the service responses that are our commitment to our community:

- General information—our patrons are entitled to convenient access to timely, current and accurate information on topics of interest and need; we will increase our efforts to reach and serve our non-English speaking patrons in all of our service areas
- Lifelong learning—patrons of all ages and educational backgrounds will be able to continue learning on all levels through access to a variety of materials geared to their particular needs; literacy programs are a vital resource in this service and will be fostered and supported
- Current titles and topics—high-demand, popular works will be promptly available in a variety of formats, to meet the changing needs of patrons
- Local history and genealogy—the unique nature of Keys History and its documentation will be treasured and safeguarded, while we develop ways of technological access that will enable patrons to access the information without endangering the frailty of the original materials

From these service responses the mission of the Monroe County Public Library is formed:

## **MISSION STATEMENT**

The Monroe County Public Library will meet the changing needs of our communities for information, education and recreation in a variety of materials formats and technologies. The Library responds to the needs of users of all ages by providing equal, easy and open access to materials and services delivered in an efficient, timely and professional manner by staff who are friendly, helpful and knowledgeable, in buildings that are inviting, comfortable and fitted for technological growth and development.

## **GOALS AND OBJECTIVES**

### **SERVICE RESPONSE 1: GENERAL INFORMATION**

**GOAL:** The Monroe County Public Library will provide timely, accurate and useful information in print and electronic formats for residents of all ages.

**OBJECTIVE:** The Library will maintain a collection of printed materials that are current, organized, and accessible.

Achievement/Measurement Plan:

FY 2006: Complete initial weeding implementation and establish a plan for the on-going weeding maintenance of the collection in all formats

**OBJECTIVE:** The Library will expand a collection of materials in a variety of formats to meet the users' needs for information

Achievement/Measurement Plan:

FY 2006: Institute a plan for patron education in use of databases; handouts for each database should be prepared

**GOAL:** The Library will offer reference service through phone and on-site access, and explore potential for technological expansion

**OBJECTIVE:** Staff will be trained in the reference process and the use of print and electronic reference sources

Achievement/Measurement Plan:

FY 2006: All unit staff members will have a cross-training session in at least one other service unit

**OBJECTIVE:** Patrons will receive timely and accurate reference service

Achievement/Measurement Plan:

FY 2006: Prepare and implement an exit interview survey to determine patron satisfaction with reference interactions. Determine areas for additional training and/or collection enhancement. Begin program of action in designated areas of need

**SERVICE RESPONSE #2: LIFELONG LEARNING**

**GOAL:** Library users of all ages will find the means to continue to learn throughout their lives and to access, evaluate, and use information in a variety of formats.

**OBJECTIVE:** Programming for children, both in-house and outreach, will be designed to reach a broad audience of children and their caregivers

Achievement/Measurement Plan:

FY 2006: Outreach and onsite programs will be evaluated in terms of attendance and satisfaction rates; attendance at such programs will grow by 5%; standards for satisfaction rates will be established

**OBJECTIVE:** The youth of Monroe County will be targeted as a part of the community not yet fully served

Achievement/Measurement Plan:

FY 2006: YA collections will be current, increased by 5%, and Young Adult readership will increase by 5%

**OBJECTIVE:** The Senior Citizens of Monroe County will find sources of information and entertainment at the Library reflecting their particular needs and interests.

Achievement/Measurement Plan:

FY 2006: A regular series of classes in computer and software use will be implemented, making use of the mobile computer lab throughout the system; each branch will offer at least one of these classes

### **SERVICE RESPONSE #3: CURRENT TITLES AND TOPICS**

**GOAL:** Patrons of the Monroe County Public Library will have access to the high-demand popular materials that they want through their local branch Library.

OBJECTIVE: Branch Managers will coordinate efforts to ensure that copies of high-demand print materials are available to all patrons, while over-duplication of these materials is avoided.

Achievement/Measurement Plan:

FY 2006: Standards will be established and implemented for consistent rapid delivery of available materials requested from other branches; 80% of all such titles requested will be available within two days

OBJECTIVE: The Library will use technological advances as well as traditional means as tools for enriching information services

Achievement/Measurement Plan:

FY2006: The automation system will be upgraded as new features for patron service become available and properly adjusted for public use; all staff will be trained proactively for each such upgrade, and patrons will be notified in advance of any changes affecting their catalog usage; a system of e-mail service to patrons will be planned and tested for effectiveness

**GOAL:** Library programming will be presented for education and entertainment for patrons in all age groups.

OBJECTIVE: The Library will form partnerships with local groups to enable a forum for public presentations on various topics

Achievement/Measurement Plan:

FY 2006: A joint program will be presented in each area of the Library community



OBJECTIVE: The Library will work with support groups already established, such as the Friends of the Library, to initiate a new series of joint activities

Achievement/Measurement Plan:

FY 2006: A year-round series of programs will be initiated

#### **SERVICE RESPONSE #4: LOCAL HISTORY AND GENEALOGY**

**GOAL:** The unique features of the Florida Keys will be highlighted in special collections in a variety of formats and ephemera.

OBJECTIVE: The collections of materials relating to Keys History, natural history, and genealogy will be expanded and publicized, encouraging use and appreciation of the unique nature of this island chain.

Achievement/Measurement Plan:

FY 2006: Communications with historical groups in the Keys and outside the area will be developed to expand the audience for these rare materials; outside access to and usage of these materials will be expanded through available technology

**GOAL:** The Florida History collection will be made more widely accessible to promote formal and informal research on all levels of interest and scholarship.

OBJECTIVE: Branches with specialized holdings will implement a system of organizing, indexing and cataloging non-traditional format materials, with a view to improving access without endangering the preservation aspect of frail matter.

Achievement/Measurement Plan:

FY 2006: A plan for the indexing and cataloging of historic materials will be outlined and set up, and a needs assessment carried out to determine priorities for its implementation.

## **CONCLUSION**

This plan for the coming year is an outline only—a map of where we would like to go and how we hope to get there. Many elements must come into play in unison for the success of this plan—some of these are already in place and need merely to be fine-tuned; others will be new to us and we will need to learn how best to bring them together into the developing events. Some basics remain at the heart of this plan—the mission and goals of the Library are a constant. It is the work of the Library to support the growth and development of individuals, families, and groups, as is pledged in the Mission Statement of Monroe County Government. The Library serves as a constant link between the people of the County community and their sources of business information, educational support, and cultural development, and it is our job to assist the people in realizing their goals in these areas. The Library is a tool by which the community is enabled to survive, to recall its past, and to grow. In order to accomplish this, we must look to our own resources: technology, with its potential for enhanced service delivery, is essential to maintaining our role as service provider, and the Library staff, the most vital element in this plan, must be given the opportunity for training to enhance their skills and develop their capabilities. Effective planning for the future requires the blending of both the personal and technological elements, along with a constant examination of what we are doing, how well we are doing it, and how we can do it better. With this plan, we must unite these factors with a willingness to adopt new ways of thinking, learning, and doing. We must be always open to change, to adaptation, and to improvement, so that our pledge of service to our communities may be not just kept, but constantly renewed.